

2045401227

V-WEAR RESPONDER ANALYSIS

Repeat Responders by Wee

February 10, 1993 - November 24, 1993

WEEK ENDING	WEEK NO.	NO. OF NEW RESPONDERS	NO. OF 2ND RESPONDERS	NO. OF 3RD RESPONDERS	NO. OF 4TH+ RESPONDERS	TOTAL ORDERS	TOTAL RESPONDERS	% OF NEW RESPONDERS	% OF 2ND RESPONDERS	% OF 3RD RESPONDERS	% OF 4TH RESPONDERS
2/10/93	2	1,998	8	0	0	2,006	1,998	99.60%	0.40%	0.00%	0.00%
2/17/93	3	2,350	28	0	0	2,378	2,374	98.82%	1.18%	0.00%	0.00%
2/24/93	4	2,447	31	1	0	2,479	2,475	98.71%	1.25%	0.04%	0.00%
3/3/93	5	2,857	72	3	0	2,932	2,925	97.44%	2.46%	0.10%	0.00%
3/10/93	6	3,830	117	4	1	3,952	3,949	96.91%	2.98%	0.10%	0.03%
3/17/93	7	3,144	134	7	0	3,285	3,281	95.71%	4.08%	0.21%	0.00%
3/24/93	8	2,896	156	7	0	3,059	3,059	94.67%	5.10%	0.23%	0.00%
3/31/93	9	4,648	220	8	1	4,877	4,870	95.30%	4.51%	0.16%	0.02%
4/7/93	10	4,541	240	7	1	4,789	4,782	94.82%	5.01%	0.15%	0.02%
4/14/93	11	4,299	256	16	1	4,572	4,565	94.03%	5.60%	0.35%	0.02%
4/21/93	12	4,089	333	26	2	4,450	4,438	91.89%	7.48%	0.58%	0.04%
4/28/93	13	3,884	279	27	1	4,191	4,182	92.67%	6.66%	0.64%	0.02%
5/5/93	14	4,989	451	32	6	5,478	5,463	91.07%	8.23%	0.58%	0.11%
5/12/93	15	3,054	433	37	6	3,530	3,522	86.52%	12.27%	1.05%	0.17%
5/19/93	16	5,364	629	74	7	6,074	6,056	88.31%	10.38%	1.22%	0.12%
5/26/93	17	4,665	555	59	8	5,287	5,277	88.24%	10.50%	1.12%	0.15%
6/2/93	18	3,307	441	55	7	3,810	3,804	86.80%	11.57%	1.44%	0.18%
6/9/93	19	4,674	609	78	15	5,376	5,363	86.94%	11.33%	1.45%	0.28%
6/16/93	20	3,451	446	67	12	3,976	3,969	88.80%	11.22%	1.69%	0.30%
6/23/93	21	3,169	497	72	13	3,751	3,743	84.48%	13.25%	1.92%	0.35%
6/30/93	22	3,176	553	74	12	3,815	3,811	83.25%	14.50%	1.94%	0.31%
7/7/93	23	5,412	972	147	27	6,558	6,528	82.53%	14.82%	2.24%	0.41%
7/14/93	24	5,055	900	134	33	6,122	6,106	82.57%	14.70%	2.19%	0.54%
7/21/93	25	2,681	523	87	18	3,309	3,308	81.02%	15.81%	2.63%	0.54%
7/28/93	26	4,232	801	185	36	5,254	5,245	80.55%	15.25%	3.52%	0.69%
8/4/93	27	3,092	496	83	18	3,689	3,682	83.82%	13.45%	2.25%	0.49%
8/11/93	28	7,151	1,293	230	47	8,721	8,703	82.00%	14.83%	2.64%	0.54%
8/18/93	29	8,513	1,394	239	45	10,191	10,153	83.53%	13.68%	2.35%	0.44%
8/25/93	30	2,000	391	65	13	2,469	2,467	81.00%	15.84%	2.83%	0.53%
9/1/93	31	15,717	2,280	344	81	18,422	18,371	85.32%	12.38%	1.87%	0.44%
9/8/93	32	8,150	1,235	190	38	9,611	9,600	84.80%	12.85%	1.98%	0.37%
9/15/93	33	9,881	1,248	186	30	11,147	11,112	86.85%	11.20%	1.69%	0.27%
9/22/93	34	8,091	1,272	216	38	9,619	9,585	84.11%	13.22%	2.27%	0.40%
9/29/93	35	1,088	226	49	12	1,375	1,373	79.13%	16.44%	3.56%	0.87%
10/6/93	36	2,265	323	48	19	2,655	2,652	85.31%	12.17%	1.81%	0.72%
10/13/93	37	1,313	189	38	5	1,543	1,540	85.09%	12.25%	2.33%	0.32%
10/20/93	38	356	54	8	4	422	422	84.36%	12.80%	1.90%	0.95%
10/27/93	39	501	87	12	5	605	604	82.81%	14.38%	1.98%	0.83%
11/3/93	40	75	10	2	0	87	87	86.21%	11.49%	2.30%	0.00%
11/10/93	41	238	37	4	0	279	279	85.30%	13.26%	1.43%	0.00%
11/17/93	42	158	18	1	2	179	179	88.27%	10.06%	0.56%	1.12%
11/24/93	43	88	12	3	0	103	103	85.44%	11.65%	2.91%	0.00%
Total		162,689	20,249	2,927	562	186,427	186,005				